



## Preliminary Media Development Worksheet

The following outline may be useful in preparing for the development of a media project in collaboration with Harpers Ferry Center media specialists or contractors. This information should be used as a starting point for project definition, discussion, and decision making.

For those who plan to contract locally for media services, or have in-house staff produce the media, HFC may still be able to provide technical assistance. Developing answers to the questions below is a recommended starting point before embarking on any media project.

Note: If you have this form as a Word file, you may keyboard your answers after each question and then provide the completed document to your planning and design team.

### Section I — Needs, Outcomes, and Expectations

1. Describe the interpretive need for this media project.
2. What are the desired outcomes for this project:
  - ◆ Outcome(s) for park visitors
  - ◆ Outcome(s) for park resources
  - ◆ Others
3. Cite connections of this project to park planning documents, legislation, and/or guidelines.
4. How will this media project support/accomplish park objectives and GRPA goals?
5. Why develop a media product for this interpretive need at this particular time?
6. What is the budgetary support for this project?
7. Are park partners/cooperators or other outside interests involved and how?
8. How do their expectations for this project differ from the park's?
9. What are the time constraints for this project?
10. List other factors or constraints for this project.
11. Who are the intended audiences for this media product?

12. How and where does the park envision this media product would be presented and why?
13. Is the medium predetermined, or is there flexibility in selecting a medium to best meet the interpretive need within known constraints?
14. How will this media product integrate with existing and other planned media in the park?

## **Section II — Interpretive Content**

1. List the primary subject matter areas or information concepts related to this interpretive need?
2. Are the primary information concepts simple or complex, concrete or abstract, or mixed?
3. Are there multiple perspectives to convey?
4. What types of known resources/materials (tangible resources) are available for conveying these information concepts (i.e., objects/artifacts, photos, slides, firsthand accounts, stories, historical quotes, video, music, maps, graphics, physical site locations/resources such as historic buildings or natural features, primary research documents, research databases...)
5. Brainstorm and list all the intangible meanings and universal concepts which can be linked to the relevant tangible resources.
6. What possible thematic concepts emerge from the #5 list above?
7. Choose and list one or two potential overall themes for the product and sub-themes as appropriate.
8. What types of media would best interpretively convey the thematic concepts you have chosen?

### Section III — Park Involvement

1. What level of involvement in this media project is the park interested in pursuing?
2. What staff resources might the park be willing to provide?

Staff time for:

- ◆ Researching and/or text writing
- ◆ Content editing
- ◆ Photo/graphics/objects searches
- ◆ Curatorial services
- ◆ Preliminary design concept development
- ◆ Subject expert consultation
- ◆ Facility/site consultation
- ◆ Safety/compliance oversight
- ◆ Construction/fabrication/installation

3. List the specific pertinent physical resources that the park can provide/loan to planners and designers:
  - ◆ Specific research materials/documents
  - ◆ Specific graphic resources (photos/illustrations/maps)
  - ◆ Exhibit objects/artifacts/specimens
  - ◆ Archival materials
4. What budget considerations affect the park's involvement level in this project?
5. Do time constraints affect the park's involvement level with this project?